



KNXV

## ORDER

Print Date 07/12/12

Page 1 of 4

Flight Dates 07/10/12-07/15/12

KNXV-TV  
PHOENIX

Contract / Revision 303222 /

Original Date / Revision

07/12/12 07/12/12

Advertiser Flake / Republican / US Sen

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Product

Flake for Senate

Agency Com 15%

Billing Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # 709715

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	58	\$23,906.25	\$28,125.00	0.00	06/25/12	07/15/12	58	\$23,906.25	\$28,125.00
Totals	58	\$23,906.25	\$28,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/10/12	07/13/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	-1121--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1121--		5				\$225.00		0.00			
2	KNXV	07/15/12	07/15/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S		1				\$100.00		0.00			
3	KNXV	07/10/12	07/11/12		CM	6pm-630pm	-11----	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00



KNXV

Print Date: 07/12/12

Page 2 of 4

**KNXV-TV  
PHOENIX**Contract / Revision **303222** Flight Dates **07/10/12-07/15/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 07/12/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **709715**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6pm-630pm M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-11----					2	\$250.00		0.00			
4	KNXV	07/10/12	07/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1-1---					2	\$250.00		0.00			
5	KNXV	07/10/12	07/11/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-11----	:30	2	\$600.00	P-6	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-11----					2	\$600.00		0.00			
E 6	KNXV	07/10/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-1121--	:30	5	\$500.00	P-6	0.00	NM	4	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1121--					5	\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KNXV	07/09/12-07/15/12	M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
		See MG 6.7,6.8 [na - oversold and rate not +65% of any other P6. MJ 7/10]													
	3	KNXV	07/09/12-07/15/12	M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
		See MG 6.6 [na - oversold and rate not +65% of any other P6. MJ 7/10]													
	4	KNXV	07/09/12-07/15/12	M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
		See MG 6.7,6.8 [na - oversold and rate not +65% of any other P6. MJ 7/10]													
	5	KNXV	07/09/12-07/15/12	M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
		Credited													
	6	KNXV	07/14/12-07/14/12	SA 630pm-7pm		630pm-7pm	-----Sa--	:30		\$450.00		0.00	NM		
		Ⓜ MG for 6.3 07/11													
	7	KNXV	07/13/12-07/13/12	M-F 630pm-7pm		630pm-7pm	-----F----	:30		\$750.00		0.00	NM		
		Ⓜ MG for 6.4,6.1													
	8	KNXV	07/13/12-07/13/12	M-F 630pm-7pm		630pm-7pm	-----F----	:30		\$750.00		0.00	NM		
		Ⓜ MG for 6.4,6.1													
7	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
9	KNXV	07/11/12	07/11/12	Wednesday Prime C Primetime Live	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	--W----					1	\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KNXV	07/09/12-07/15/12	Wednesday Prime C		9pm-10pm	--W-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
		See MG 9.2 [NA no time available. Last in/ Need double the rate to clear. jtaylor 6/28/12]													
	2	KNXV	07/11/12-07/11/12	Wednesday Prime C		9pm-10pm	--W-----	:30		<del>(\$2,000.00)</del>		0.00	NM		
		Ⓜ See MG 9.3													
	3	KNXV	07/11/12-07/11/12	Wednesday Prime C		9pm-10pm	--W-----	:30		\$2,000.00		0.00	NM		
		Ⓜ MG for 9.2 07/11 [Correcting Inventory Code Desc from Primetime Live to Wed Prime C MJ 7/10]													
11	KNXV	07/10/12	07/13/12		CM	7am-9am		:30	12	\$150.00	P-6	0.00	NM	12	\$1,800.00



Page 3 of 4

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				M-F 7-9am			-3333--										
				M-F 7-9am													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-3333--		12		\$150.00	0.00								
12	KNXV	07/15/12	07/15/12	Su 8-9am	CM	8-9am	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00		
				ABC This Week													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-----S		1		\$150.00	0.00								
13	KNXV	07/10/12	07/13/12	M-F 4pm-430pm	CM	4pm-430pm	-1211--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00		
				4PM News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-1211--		5		\$200.00	0.00								
14	KNXV	07/10/12	07/13/12	M-F 5pm-530pm	CM	5pm-530pm	--111--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00		
				M-F 5pm-530pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	--111--		3		\$250.00	0.00								
15	KNXV	07/10/12	07/13/12	M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00		
				M-F 6pm-630pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-1-11--		3		\$250.00	0.00								
16	KNXV	07/10/12	07/15/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	-1222--	:30	7	\$200.00	P-6	0.00	NM	7	\$1,400.00		
				Nightline													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-1222--		7		\$200.00	0.00								
17	KNXV	07/10/12	07/13/12	M-F 10-1035pm	CM	10pm-1035pm	-1-11--	:30	3	\$600.00	P-6	0.00	NM	3	\$1,800.00		
				10pm News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-1-11--		3		\$600.00	0.00								
18	KNXV	07/14/12	07/14/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00		
				10pm News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-----S-		1		\$250.00	0.00								
19	KNXV	07/15/12	07/15/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00		
				10pm News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-----S		1		\$600.00	0.00								
20	KNXV	07/10/12	07/10/12	Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00		
				Tuesday Prime C													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	-T-----		1		\$1,500.00	0.00								
21	KNXV	07/11/12	07/11/12	Wednesday Prime B	CM	8pm-9pm	--W----	:30	2	\$2,500.00	P-6	0.00	NM	2	\$5,000.00		
				Wednesday Prime B													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	--W----		2		\$2,500.00	0.00								
22	KNXV	07/12/12	07/12/12	Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00		
				Thursday Prime B													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		07/09/12	07/15/12	---T---		1		\$1,500.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	KNXV	07/09/12-07/15/12		Thursday Prime B		8pm-9pm	---Th----	:30		<del>(\$1,500.00)</del>		0.00	NM				
See MG 22.2																	
[NA no time available. Rate, jtaylor 6/28/12]																	



KNXV

Print Date: 07/12/12

Page 4 of 4

**KNXV-TV  
PHOENIX**

Contract / Revision 303222 Flight Dates 07/10/12-07/15/12

Hiatus Dates

Original Date / Revision 07/12/12/ 07/12/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 709715

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
22	KNXV	07/12/12	07/12/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
24	KNXV	07/15/12	07/15/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$5,000.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>            Week: 07/09/12 07/15/12 -----S 1 \$1,500.00 0.00  <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>            1 KNXV 07/09/12-07/15/12 Sunday Prime B 7pm-8pm -----Su :30(\$1,500.00) 0.00 NM            See MG 24.2            [NA. No time available. need p3 to clear. jtaylor 6/28/12]            2 KNXV 07/15/12-07/15/12 Sunday Prime B 7pm-8pm -----Su :30 \$5,000.00 0.00 NM            MG for 24.1 07/15         </div>															
25	KNXV	07/15/12	07/15/12	Sunday Prime 8-10pm Sunday Prime 8-10p	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>            Week: 07/09/12 07/15/12 -----S 1 \$1,500.00 0.00  <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>            1 KNXV 07/09/12-07/15/12 Sunday Prime 8-10pm 8-10pm -----Su :30(\$1,500.00) 0.00 NM            See MG 25.2            [NA. No time available. rate. jtaylor 6/28/12]         </div>															

\*Tax 1 Note: Tax 0.5%.

Totals 58 \$28,125.00